

## Listing of Claims

1-160. (Canceled)

161. (New) A method for adding a program of interest to a watch list using an interactive television program guide at least partially implemented on user television equipment having a display device, comprising:

displaying the program of interest on the display device;

determining if a user has been watching the program of interest for a specified period of time;

in response to the user having watched the program of interest for the specified period of time, automatically adding the program of interest to the watch list.

162. (New) The method of claim 161 further comprising automatically removing the program of interest from the watch list in response to the user not having watched the program of interest for a second specified period of time.

163. (New) The method of claim 161 further comprising removing the program of interest from the watch list in response to user input.

164. (New) The method of claim 161 further comprising ranking the program of interest based on how long the user has watched the program of interest.

165. (New) The method of claim 164 further comprising placing the program of interest into the watch list in a position based on the ranking.

166. (New) The method of claim 161 wherein the program of interest is a promotion.

167. (New) The method of claim 166 further comprising automatically removing the program of interest from the watch list when the promotion is no longer available.

168. (New) The method of claim 161 further comprising automatically displaying the watch list prior to the start of a program on the watch list.

169. (New) The method of claim 168 further comprising displaying at the top of the watch list a program that is about to start.

170. (New) The method in claim 168 further comprising allowing the user to highlight a program on the watch list, and simultaneously displaying a program that the user is watching, the watch list, and information related to the highlighted program.

171. (New) The method in claim 170 wherein the information related to the highlighted program is a video associated with the highlighted program.

172. (New) The method in claim 170 wherein the information related to the highlighted program is a video image associated with the highlighted program.

173. (New) The method in claim 170 wherein the information related to the highlighted program is a description of the highlighted program.

174. (New) An interactive television system for adding a program of interest to a watch list using an interactive television program guide at least partially implemented on user television equipment, the user television equipment comprising:

a display device on which is displayed the program of interest;

control circuitry configured to:

determine if a user has been watching the program of interest for a specified period of time, and

automatically add the program of interest to the watch list in response to the user having watched the program of interest for the specified period of time.

175. (New) The system of claim 174 wherein the control circuitry is further configured to automatically remove the program of interest from the watch list in response to the user not having watched the program of interest for a second specified period of time.

176. (New) The system of claim 174 wherein the control circuitry is further configured to remove the program of interest from the watch list in response to user input.

177. (New) The system of claim 174 wherein the control circuitry is further configured to rank the program based on how long the user has watched the program.

178. (New) The system of claim 177 wherein the control circuitry is further configured to place the program of interest into the watch list in a position based on the ranking.

179. (New) The system of claim 174 wherein the program of interest is a promotion.

180. (New) The system of claim 179 wherein the control circuitry is further configured to automatically remove the program of interest from the watch list when the promotion is no longer available.

181. (New) The system of claim 174 wherein the control circuitry is further configured to automatically display the watch list on the display device prior to the start of a program on the watch list.

182. (New) The system of claim 181 wherein the control circuitry is further configured to display at the top of the watch list a program that is about to start.

183. (New) The system of claim 181 wherein the control circuitry is further configured to allow the user to highlight a program on the watch list, and simultaneously display a program that the user is watching, the watch list, and information related to the highlighted program on the display device.

184. (New) The system of claim 183 wherein the information related to the highlighted program is a video associated with the highlighted program.

185. (New) The system of claim 183 wherein the information related to the highlighted program is a video image associated with the highlighted program.

186. (New) The system of claim 183 wherein the information related to the highlighted program is a description of the highlighted program.

187. (New) The method or system of any preceding claim, wherein the program of interest is one of a television program, a video-on-demand program, a near video-on-demand program, a previously recorded program, an Internet web page, a music channel, a digital audio program, a game, or a software application.